



WCPO

ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision **302985 /**
Original Date / Revision
 06/27/12 06/27/12
Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**
Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product
Candidate. Sherrod Brown. 10.16-
Agency Com 15%
Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 3. 10.16-10.22.12**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	45	\$27,455.00	\$32,300.00	0.00	10/01/12	10/22/12	45	\$27,455.00	\$32,300.00
Totals	45	\$27,455.00	\$32,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					8	\$400.00		0.00			
		Week: 10/22/12	10/28/12	M-----					2	\$400.00		0.00			
E 2	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$400.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$400.00		0.00			
E 3	WCPO	10/16/12	10/22/12	M-F 730-8p	CM	M-F 730-8p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00

